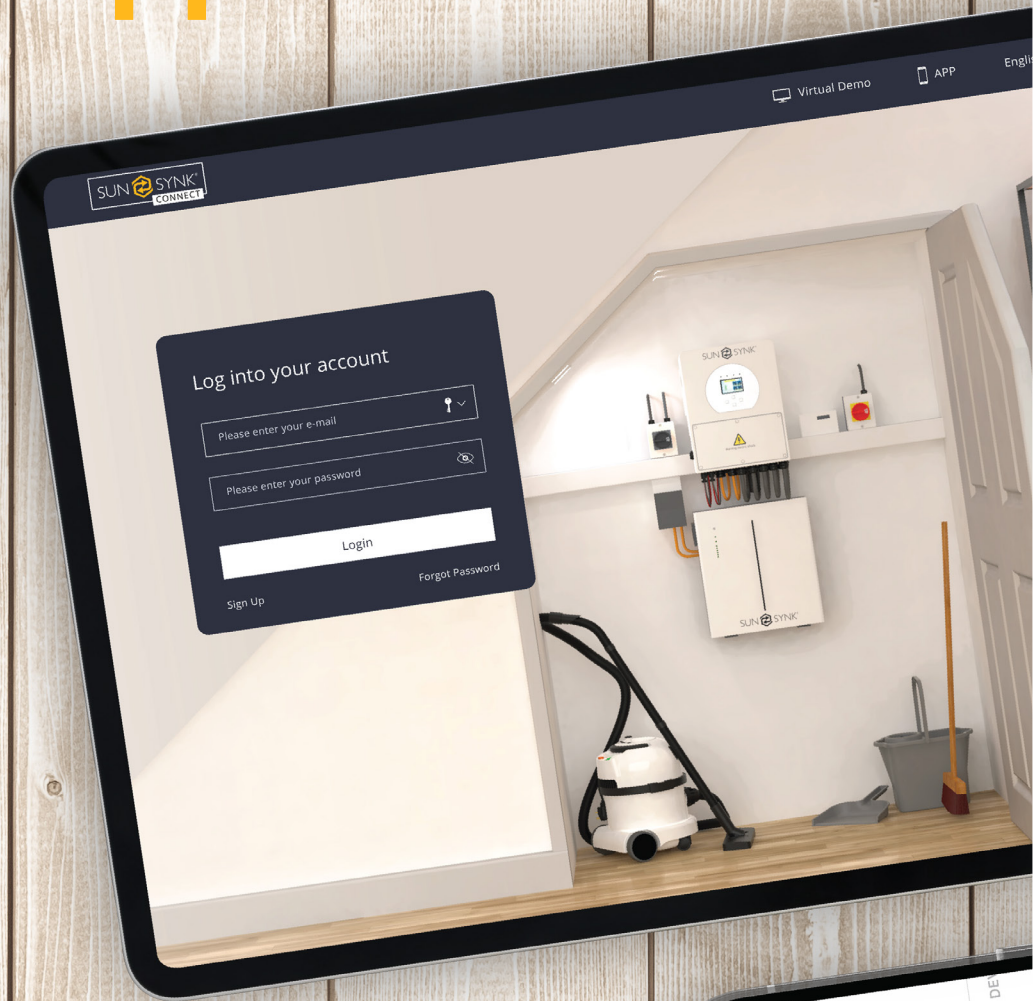


First in the Know

Hear it First Here | Sunsynk Monthly | Updates / News

New Opportunities



Interview with Joel Egan

Creator of Sunsynk Connect App, page 2

Opening a New Market

The ECO4 Scheme, page 5

South Africa

Load Shedding Nation, page 8

Food for Thought

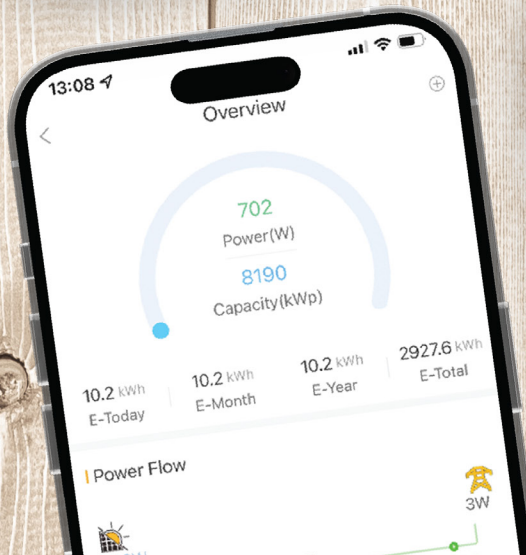
Opportunities in the retail, sector Page 10

Sustainable Saudi

page 12

UK Opportunities in the retail sector

page 8



Interview with Joel Egan

Sunsynk Connect App

We sat down with Joel Egan, one of the key creators of the Sunsynk Connect App, to better understand what it is that sets Sunsynk's software apart and why the App has been so well received by installers globally.

Interviewer: Can you give us a brief overview of the Sunsynk Connect app and its main features?

Joel Egan: The Sunsynk Connect app is specifically designed for the Sunsynk Hybrid inverter, enabling users to closely monitor and remotely adjust their system's settings. This comprehensive tool offers detailed insights into energy usage and production through extensive graphical data. Users can choose between simplified overviews or delve into detailed information such as voltages and temperatures. Additionally, Sunsynk Connect facilitates the management of grid energy transactions with its Live Price feature. By leveraging real-time pricing from Octopus Agile and Flux, it allows users to optimise their energy costs and revenues by setting preferred buy and sell price thresholds. The app is continuously evolving, promising the addition of new smart features to enhance user experience and system efficiency.

Interviewer: What inspired Sunsynk to develop a digital app and interface for Sunsynk products?

Joel Egan: Sunsynk was motivated to develop a dedicated digital app and interface for its products due to the limitations observed in existing inverter monitoring and control systems. These third-party solutions were designed to be compatible with a broad range of brands, which often resulted in



compromised functionality and a lack of specialised features. Given the unique and diverse capabilities of the Sunsynk Hybrid inverter, designed to excel in various environments and projects, the generic applications fell short of providing the tailored experience Sunsynk envisioned for its users. To address this gap, Sunsynk decided to create its own cloud solution. This bespoke approach was aimed at offering customers enhanced control over their Sunsynk equipment and the convenience of accessing their systems remotely, ensuring a seamless and more personalised user experience.

Interviewer: How does the Sunsynk Connect app integrate with Sunsynk's hardware products, such as solar panels, inverters, and battery storage?

Joel Egan: The Sunsynk Connect app seamlessly integrates with Sunsynk's inverters, and battery storage systems, through a specially designed data logger. This device connects directly to the inverter to collect data, available in two current versions: Wi-Fi and Wi-Fi with Ethernet, with a Wi-Fi and Bluetooth model slated for future release. The data logger operates by extracting Modbus data from the inverter and transmitting it to the Sunsynk Connect Cloud. It's within this cloud platform that the data is transformed, filtering and presenting information in a user-

friendly format. This process allows customers to access a curated selection of data, tailored to highlight essential insights and optimisations, enhancing the user experience and maximising the benefits of their Sunsynk products.

Interviewer: What are some of the key benefits that users and installers can expect from using the Sunsynk Connect app?

Joel Egan: The Sunsynk Connect app offers numerous benefits for both users and installers, centred around data security, seamless integration, and unparalleled support.

Firstly, user data is securely hosted in the UK and Germany, countries known for their stringent data protection and cybersecurity regulations. This ensures that user data and privacy are safeguarded according to the highest standards.

Sunsynk Connect is specifically designed for Sunsynk products, eliminating the integration issues commonly encountered with third-party applications. This bespoke approach allows for the retrieval of comprehensive data from the products, enhancing the user experience.

Moreover, the app provides direct access to Sunsynk's exceptional global hardware support teams. Whether users face an issue or require clarification on any aspect of their system, they can easily contact the 24/7 live support chat through Sunsynk Connect.

The support team can remotely access the system to provide immediate assistance, ensuring users receive timely and effective support whenever needed.

Interviewer: What kind of data and insights can installers and users access through the app?

Joel Egan: Through the app, installers and users can access a wide range of data and insights, tailored to their preferences. The app extracts every register from the inverters, offering detailed information from the number of watts generated to the status of internal relays. A key feature is the ability to monitor energy usage and calculate the return on investment, enabling users to understand their system's performance and financial benefits comprehensively.

Interviewer: How does the app's user interface and design aim to provide a seamless and user-friendly experience?

Joel Egan: The app's user interface and design are designed to ensure a seamless and user-friendly experience right from the start. Upon accessing the plant overview page, users are immediately presented with essential information, including the system status, current activities, daily performance summary, upcoming weather forecasts, and return on investment calculations. For users interested in a more detailed analysis of their system's operations, comprehensive insights are readily accessible through the equipment tab. This design philosophy ensures that whether users seek a broad overview or detailed data, navigating and obtaining the desired information is intuitive and efficient.

Interviewer: What were some of the biggest challenges you faced during the development of the Sunsynk Connect app?

Joel Egan: One of the most significant challenges encountered during the development of the Sunsynk Connect app was the migration of data centres. By the time this challenge arose, Sunsynk Connect had already been operational for about a year, resulting in a substantial volume of existing data that needed to be seamlessly transferred.

The process of building and testing the infrastructure with the new provider took around three months. However, the sudden growth in the Solar Storage market necessitated a rapid upscale. This led to a full redesign by our solution architects, resulting in the implementation of two distinct data centre locations, Region 1 and Region 2. This strategic decision was aimed at preventing data size issues in Region 1 and allowed for monitoring the growth in Region 2 before contemplating the migration of the substantial data from Region 1.

Despite the complexities involved, diligent efforts enabled the team to stay ahead of the growth curve and successfully execute the migration process, ensuring uninterrupted service for all users.

Interviewer: Can you share any plans for future updates or new features for the Sunsynk Connect app?

Joel Egan: I cannot release too much information about this just yet. However, we're currently working on a significant release planned for Q4 2024. While details are still under wraps, this update will introduce a second application along with a host of innovative features and new product integrations.

Interviewer: What kind of feedback have you received from Sunsynk product installers and users regarding the app?

Joel Egan: We conducted a survey at the end of 2023, and the feedback we received was overwhelmingly positive. It was truly gratifying for me and my team to see such enthusiastic responses, especially considering the significant amount of time and effort we invested in the app's development and improvement. We are carefully considering all suggestions provided by our users, and we will be implementing these in the upcoming Q4 release.

Interviewer: How did your background and expertise contribute to the development of the Sunsynk Connect app?

Joel Egan: My background has played a crucial role in shaping the development of the Sunsynk Connect app. With a history of specialising in building secure systems and system integrations for high-security environments such as airports and embassies, I brought valuable insights and skills to the table. In these roles, I gained extensive experience in designing robust systems capable of communicating and controlling various components, including emergency communications. This experience directly translated into the development of the Sunsynk Connect app, where security and reliability are paramount.

Interviewer: Can you discuss what you see as the future of software in the eco-tech space?

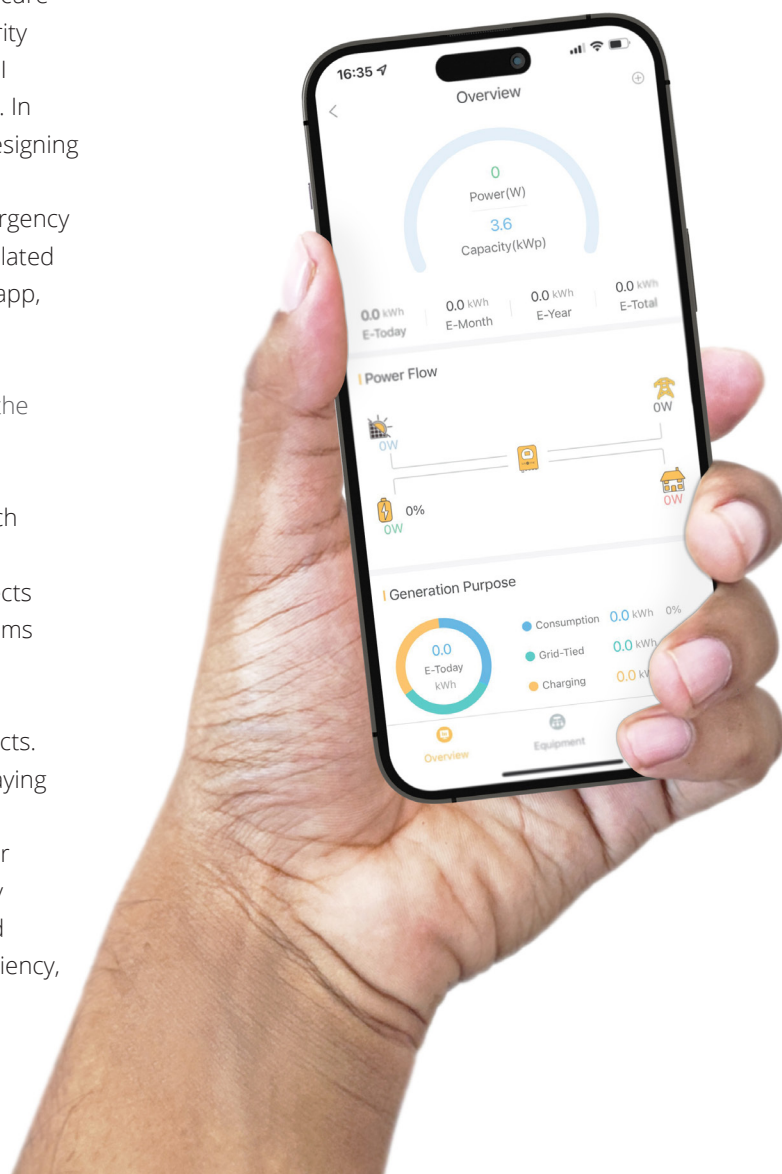
Joel Egan: The future of software in the eco-tech space appears to be moving rapidly towards autonomy. This trend is evident in various aspects of our daily lives, from automated lighting systems to autopilot cars. The COVID-19 pandemic has accelerated this shift, leading to a surge in the development and release of automation products. At Sunsynk, we recognise the importance of staying ahead of this trend. We are swiftly working to align our products with the growing demand for home automation and seamless integration. By embracing autonomy and integrating advanced software solutions, we aim to enhance the efficiency, convenience, and sustainability of eco-friendly technologies for our users.

Interviewer: What advice would you give to aspiring developers looking at the clean energy tech space?

Joel Egan: Joel: Practical experience is key. Participate in internships, project work, research, or start-ups that focus on clean energy. Real-world problems will teach you more than theoretical study alone. Building connections with professionals already working in clean energy can provide invaluable insights and opportunities. Attend industry meet-ups, engage in online forums, and reach out to people whose work you admire. Finally, commit to being a lifelong learner. The field will continue to evolve, and staying curious and open to learning will enable you to remain relevant and make meaningful contributions.

Interviewer: Thank you for your time.

Joel Egan: You're welcome.



Opening a New Market: The ECO4 Scheme

The Energy Company Obligation (ECO4 scheme) is a government-backed initiative in the United Kingdom designed to enhance the energy efficiency of residences nationwide. Launched in 2013, this initiative mandates energy suppliers to implement cost-effective energy-saving solutions in some of the UK's most vulnerable homes, benefitting eligible homeowners without imposing a financial burden.

The scope of these measures encompasses various enhancements such as insulation, heat pumps, boiler replacements, and solar panels. While some installations may require a nominal fee, certain upgrades are provided at no cost. Since its inception in 2013, over 3.6 million energy-efficient measures have been installed in more than 2.4 million UK households, with wall insulation emerging as a prevalent improvement. The cumulative effect of these initiatives has led to nearly £20 billion in lifetime bill savings, underscoring the success of this government programme.

As of 2023, the ECO4 Scheme stands as the sole operational scheme among the five ECO initiatives. This initiative is specifically tailored to curtail household carbon emissions and promote energy efficiency measures within UK residences. Under the ECO4 Scheme, eligible homes can benefit from discounted or complimentary home insulation, upgraded boilers, or green heating systems. Notably, only homes with an Energy Performance Certificate (EPC) rating of D or lower qualify for these energy-efficient upgrades.

Introduced by the government in April 2022, the ECO4 Scheme is scheduled to run until 31 March 2026, aligning with the government's objective to enhance the energy efficiency of all housing stock by 2035. This scheme, a continuation of ECO3, incorporates significant improvements to enhance customer accessibility, with a heightened focus on low-income households and areas afflicted by fuel poverty.

The ECO4 Scheme encompasses a range of energy-saving solutions tailored for existing homes, including various types of insulation such as cavity wall, solid wall, room-in-a-roof, and loft insulation. Additionally, the programme covers the installation of green heating systems like air-source heat pumps and biomass boilers, delivering energy bill reductions of up to 25% for households. Solar Panel installation also falls within the purview of the scheme.

Furthermore, the ECO4 Scheme provides support for repairing and upgrading existing boilers to boost efficiency, ensuring that households maximise their boiler usage for up to 12 years. While the ECO4 Scheme shares similarities with its predecessor, ECO3, it distinguishes itself through an enhanced focus on aiding vulnerable households and regions facing high levels of fuel poverty.

Eligibility for the ECO4 Scheme is contingent upon recipients receiving specific qualifying benefits, such as Income-based Jobseekers Allowance, Universal Credit, and Pension Credit Guarantee Credit, among others. Notably, properties with an EPC rating of D or higher are ineligible for the ECO4 Scheme, emphasising the programme's commitment to improving energy efficiency in the most energy-inefficient residences.

To apply for the ECO4 Scheme, individuals meeting the eligibility criteria can reach out to energy suppliers to explore the available measures. It is essential to note that direct application for ECO funds is not feasible for the resident and must be facilitated through an energy supplier.

To take advantage of this scheme and others, installers need to be a registered Green Deal installer.

For more information visit:

<https://gdorb.beis.gov.uk/green-deal-installers/>

Installer Spotlight

Name: Chloe Hulme

Company: Engage Solar

Location: Exeter, Devon

Number of Sunsynk Systems Installed: 57+

Favourite Sunsynk Product: The Sunsynk 5kW Hybrid Inverter is my firm favourite and go-to product for the majority of our domestic customers, it offers superb value for money alongside the reliability needed to ensure that our commitment to customer service is met by a robust and quality product.

I absolutely cannot wait for the Lifelynk XL to become available, I have three installations already scheduled with customers eagerly awaiting their arrival.



I am an electrician who transitioned into the solar world, working in an employed role and as an installer for the Microgeneration Certification Scheme (MCS). I have a huge passion for customer service and delivering an exceptional level of quality to the end user, and as such, I chose to establish my own company to do just that.

We focus on delivering competitive pricing, quality workmanship, and nurturing long-term relationships with domestic, commercial, and business-to-business customers alike.

Our aim is to find the perfect fit for customers' energy needs and ensure everything is suitably installed to allow for future additions, such as EV chargepoints, to work in harmony.

Sunsynk, as a company, is precisely what we need from a manufacturer in order for us to deliver on our promises.

We have a 24-hour digital attendance promise and a

72-hour in-person promise, backed up by the superb technical team at Sunsynk, who ensure we can meet customer expectations.

This gives us confidence in our ability to do exactly what we say we will when we make these commitments to our customers.

We have been nominated for a Vulnerable Customer Support Organisation of the Year award and also Regional Solar PV Installer and Contractor of the Year 2024.

We are immensely proud to safeguard those in our area who need additional support and guidance in their solar PV journey, whether looking for a new installation or simply needing the assistance of a company that operates with their best interests at heart.

We have an excellent relationship with everyone at Sunsynk and are looking forward to a very exciting 2024 with lots of exciting projects in the pipeline.

We have a Solar PV and Battery installation set up for the show to demonstrate in real time the technology to visitors and answer any questions they may have. Live data display and physical products will be there to help people visualise what a system may look like integrated into their property.

We are supporters of the Devon county show this year with a new initiative which is offering visitors, exhibitors and staff free phone charging at various stands around the show ground. We do so many things with our phones and with one single piece of technology it can cause a headache if the battery starts to get low. This will help enhance everyone's day out and allow them to keep in touch with family members and capture memories of the day.



We are so incredibly passionate about customer service and the complete customer journey. This is not something that just stops once an install has been commissioned.

Our catchment area of the South West ensures we will be there for our customers, every time. The Sunsynk monitoring allows us to be proactive in our response to any events that may occur and it offers reassurance to customers who may not feel overly comfortable with technology or have barriers to its use. The monitoring allows us to keep in touch and respond on time, every time.



This is the Energy Efficiency awards logo of which we are nominated for 2 awards this year. They are happy for the logos to be cropped/edited accordingly

It is their tenth anniversary and the awards are being held in Exeter on the 16th May.

Our dedication to supporting consumers whether they are our own customers or persons needing help or advice is at the core of what we do at Engage Solar





South Africa - Load Shedding Nation

The term "load shedding" is a prominent aspect of South African vernacular, akin to colloquial terms like "bakkie," (trucks) "braai," (BBQ) and "robot" (traffic lights). This phenomenon, synonymous with the country's struggle with sporadic and unpredictable nationwide electricity shortages considerably disrupts everyday life in South Africa. It demonstrates the operational challenges faced by the nation's electricity provider, Eskom.

Originating in 2007, the term "load shedding" gained prevalence when Eskom acknowledged its inability to sustain national power supply concurrently. Consequently, Eskom introduced a blackout schedule, known as "load shedding," to prevent a complete grid collapse. This impromptu strategy to alleviate the strain on the power grid was met with public confusion, disarray, and collective discontent. Initial concerns were raised regarding the potential economic repercussions of these rolling blackouts, with Eskom projecting the need for sustained blackouts for a duration of five to seven years. Sadly, it has only continued and expanded and is still in operation to this day.

Despite the resilience displayed by the populace—procuring generators, adapting to candlelit evenings, and complying with energy conservation directives—the country grappled with persistent power challenges. Following a brief respite from the blackouts, Eskom's announcement in 2012 forecasting

a prolonged period of power cuts until at least 2017 reignited national concern.

By 2019, the country found itself embroiled in an enduring electricity crisis, surpassing initial predictions. Residents and businesses have adapted to intermittent power outages by implementing self-sustainable measures such as automatic generators, battery energy storage systems, and alternative power sources, such as solar panels.

The enduring impact of load shedding extends beyond mere inconvenience, with experts forecasting significant economic losses and an uncertain resolution timeline. While residents have acclimatised to managing blackouts, with wealthier South Africans investing in battery and solar inverter systems such as produced by Sunsynk, it is still a major problem for many in the nation. Sunsynk has been working on more affordable all-in-one units that will be more accessible to a greater portion of the population and hope to see more families enabled to take control of their power.

Despite the challenges posed by load shedding, most businesses have contingency plans in place to mitigate disruptions, ensuring minimal impact. Vital services, including hospitals, have established measures to operate seamlessly during power cuts, alleviating concerns for essential services.



So for many hours a day those without solar and battery storage are plunged into darkness. Sunsynk is the premier brand in South Africa and for a period every day Sunsynk products power a majority of the nation. From homes to businesses, Sunsynk hardware is found in every town and city providing essential power to keep daily life moving.

The South African government and national energy provider Eskom are seeing this great need for battery energy storage. South African utility Eskom has recently activated a substantial 20 MW/100 MWh Battery Energy Storage System (BESS) in Worcester, Western Cape province, heralded as the most extensive project of its kind across Africa.

This BESS initiative stands as a direct response to address a critical requirement in mitigating South Africa's persistent electricity challenges. By augmenting storage capacity to fortify the grid and diversifying the existing energy mix, this project aims to bolster the nation's energy infrastructure.



The inaugural completion under Eskom's flagship battery storage rollout, the five-hour duration BESS marks the initial step in Eskom's plan, unveiled in July 2022, to relieve strain on the national electricity grid. The comprehensive expansion involves the deployment of large-scale batteries with a daily capacity of 1,440 MWh and 60 MW of solar energy. This rollout will unfold in two phases, spanning 12 sites throughout South Africa. The primary phase comprises the installation of approximately 199 MW/833 MWh of battery storage projects alongside 2MW of photovoltaic (PV) systems. Subsequently, the second phase will introduce 144 MW/616 MWh of battery capacity and 58 MW of solar energy generation.

Eskom's multi-site endeavour marks the initial segment of a 500 MW BESS initiative, as outlined by President Cyril Ramaphosa, within the government's strategic measures to combat South Africa's enduring electricity crisis. During the project launch, Public Enterprises Minister Pravin Gordhan expressed optimism, stating that Eskom's replication of similar projects across the country could potentially bring an end to load shedding in the near future.

Whilst Eskom's efforts to integrate solar and battery storage technologies align with the Generation Recovery Plan initiated in March 2023 to achieve a 70% energy availability by March 2025, effectively addressing capacity constraints within the country, the reality on the ground in South Africa is far from this. Load shedding seems set to remain for the foreseeable future and with it Sunsynk's increasing presence in the country.

Food for thought - Opportunities in the retail sector

Tesco has recently unveiled an ambitious plan to equip 100 of its major stores across the UK with solar panels within the next three years. This initiative aims to generate up to 20GWh of electricity, a capacity sufficient to charge around 300,000 Tesco electric home delivery vans. By leveraging on-site power generation, Tesco endeavours to manage escalating electricity demands and mitigate rising energy expenses.

Incorporated into a series of new Power Purchase Agreements (PPAs) with renewable energy investors, this project marks a strategic step towards bolstering Tesco's renewable electricity generation. The initial phase has already commenced, with the installation of over 1,000 solar panels at the Thetford store through a PPA with renewable energy specialists, Atrato Onsite Energy. Additionally, construction started at four more locations in December 2023, further contributing 2GWh of electricity.

This initiative follows the successful integration of solar panels at 40 existing Tesco stores, which collectively produced over 10.5GWh of solar electricity in the past year, equivalent to powering 3,800 households. Complementing these efforts, measures such as air source heat pumps for gas heating boiler replacement, customer electric vehicle (EV) charging points, and

electric home delivery vans underscore the critical importance to the company of renewable energy adoption.

By alleviating strain on the national grid infrastructure, on-site renewables like solar panels play a pivotal role in advancing the sustainability objectives of the company. The renewable energy generated through this programme aligns with Tesco's commitment to achieving carbon neutrality across its operational footprint by 2035.

Long-term PPAs serve as a cornerstone for procuring renewable electricity, ensuring a sustainable supply over extended periods, typically spanning 20 years. Tesco's early accomplishment of transitioning to 100% renewable electricity in its operations a decade ahead of its 2030 target exemplifies its proactive stance in sustainability. The retailer now aims to predominantly source renewable electricity directly.

Ken Murphy, Group CEO of Tesco, emphasised the significance of scaling up clean, renewable energy usage in light of climate change challenges. He highlighted the company's strides in sourcing green electricity internally and outlined the ambitious plan to deploy solar panels on 100 stores within three years, aligning with the broader objective of achieving carbon neutrality by 2035.





Gurpreet Gujral, Managing Director at Atrato Partners, expressed pride in collaborating with Tesco on the solar panel installation project at the Thetford store. Recognising Tesco's influential position as the UK's foremost food retailer, Gujral underscored the environmental impact of Tesco's adoption of on-site solar energy in reducing emissions across its store network.

The five latest Tesco stores equipped with solar panels are:

- Thetford: Over 1,000 panels generating approximately 300MWh of electricity annually.
- Stevenage: Generating around 275MWh of electricity per year.
- Wisbech: Producing about 660MWh of electricity annually.
- Kings Lynn: Yielding approximately 530MWh of electricity per year.
- Stockport: Generating roughly 275MWh of electricity annually.

Tesco has successfully achieved its 2030 goal of transitioning to 100% renewable electricity within its operations ten years in advance, primarily through a blend of direct sourcing and renewable certificates. The company now aims to elevate its direct sourcing

of renewable electricity to constitute the majority of its renewable energy portfolio.

With a longstanding commitment to combatting climate change, Tesco was the first global enterprise to set the ambitious target of achieving zero-carbon status by 2050 in 2009. In 2019, the company accelerated its efforts, pledging to attain net zero in the UK by 2035, fifteen years ahead of schedule. Additionally, Tesco has established science-based emission reduction targets encompassing all greenhouse gas emissions, including those associated with forests, land, and agriculture (FLAG emissions).

The adoption of solar energy solutions by mainstream retailers signifies a substantial opportunity for solar installers to profit from this growing market. Major retail chains, characterised by vast warehouse setups, like Tescos, are increasingly acknowledging the advantages of solar power. With an increasing number of companies prioritising the reduction of their carbon footprint and the adoption of renewable energy sources, the trend of integrating solar installations into commercial structures is poised for expansion. This transition towards solar energy aids businesses in reducing their electricity expenses and achieving their environmental goals, and presents a significant opportunity to UK installers.

Sustainable Saudi

When one contemplates Saudi Arabia, sustainability might not immediately come to mind. The common associations typically revolve around vast deserts and oil reserves. However, Saudi Arabia is undergoing a remarkable transformation with the introduction of two monumental projects that seek to redefine its global perception.

In a recent development, Saudi Arabia has completed the installation of 750,000 solar panels as part of the initial phase of the Red Sea Project. The primary objective behind this initiative is to achieve complete grid independence for this luxurious holiday destination. Spearheaded by Red Sea Global, an entity operating under the auspices of the Public Investment Fund of Saudi Arabia, this endeavour aims to establish an environmentally conscious tourist destination. It aligns seamlessly with the kingdom's vision for sustainable tourism and endeavours to reduce reliance on conventional oil resources.

The Red Sea Project, unveiled in 2017, represents a substantial initiative slated for full operation by 2030. Envisioned to encompass 50 resorts, 8,000 rooms, and more than 1,000 residential structures distributed across islands and mainland areas, this ambitious plan is unfolding in stages. The inaugural phase features 16 hotels and a range of facilities, all powered by solar energy harnessed through the extensive array of solar panels.

To address the challenges associated with nighttime power generation, there are plans to implement the world's largest battery-based energy storage system boasting an impressive capacity of 1,200 MWh. Emphasising the use of solar power extends not only to the facilities but also to transportation infrastructure within the project, promoting sustainable energy practices for both operational needs and visitor mobility.

The Red Sea Project serves as a testament to Saudi Arabia's pledge to achieve net zero emissions by 2060 and stands out as a pioneering example of **large-scale initiatives powered entirely by renewable**

energy sources. This groundbreaking shift towards sustainability not only underscores the nation's endeavours to diversify its economy beyond oil but also positions it as a prominent destination for commerce and tourism.

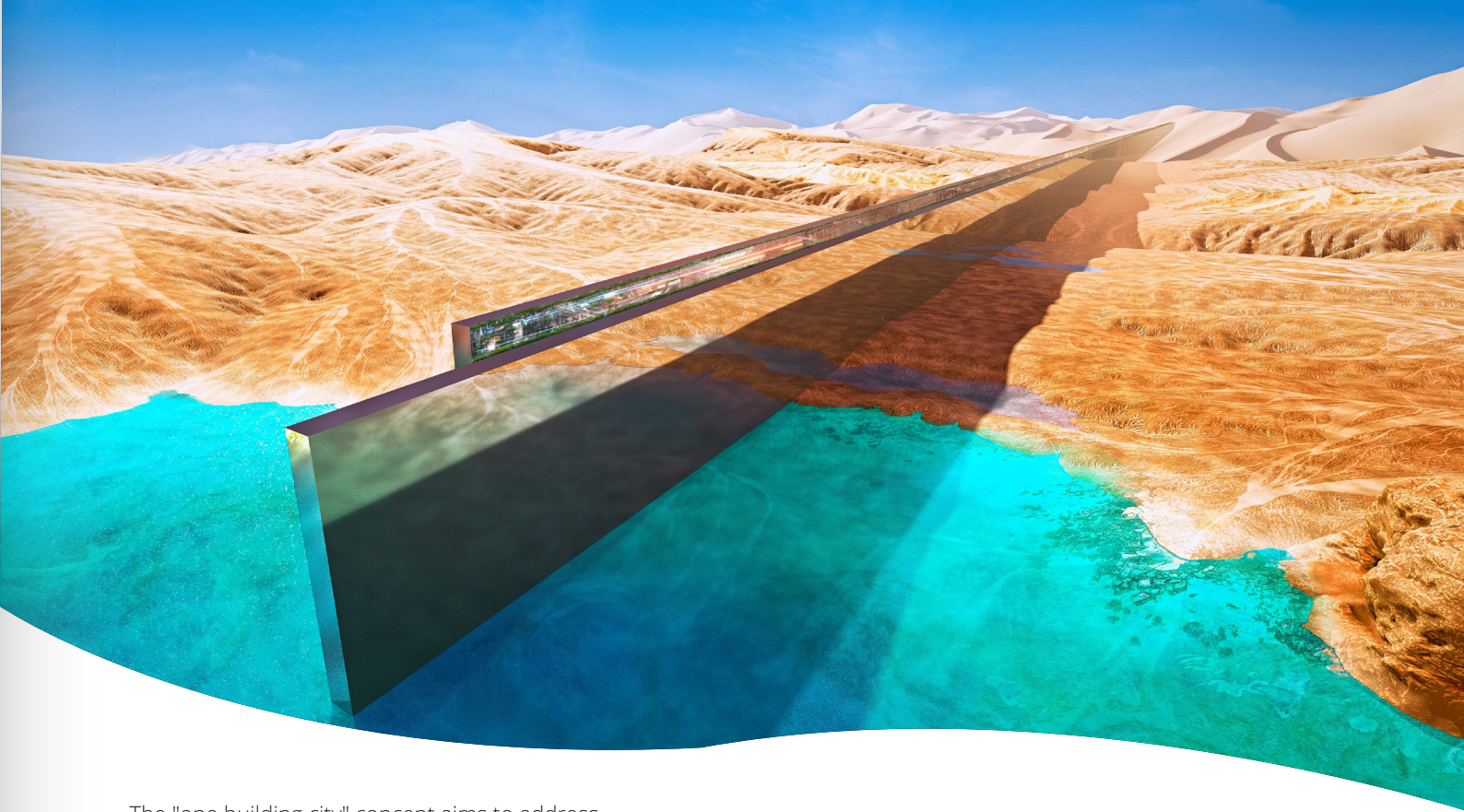
The NEOM project, another ambitious venture, is poised to leave an indelible mark as an iconic development in its own right.

The Line

The "Line" project aims to redefine urban development, serving as the pioneering model for the NEOM megacity, spanning from the NEOM mountains to the Red Sea in Saudi Arabia. Envisioned as a vast city accommodating 9 million residents, this ambitious initiative comes with a monumental price tag of \$1 trillion. The proposed structure, measuring 200 metres wide, 500 metres tall, and stretching 170 kilometres in length, comprises two parallel mirror-clad buildings spanning 120 kilometres. These structures will incorporate residential, recreational, and commercial facilities.

Construction has already begun on "The Line" which has the potential to revolutionise urban planning, architecture, and advance the nation's net-zero goals. However, news in recent days suggests that the project may need to be scaled back. Time will tell if the full vision of the Line is realised. Regardless, it remains an inspiring endeavour. This innovative city model eliminates roads, cars, and emissions, operating entirely on renewable energy sources. Moreover, 95% of the land within the city limits will be designated for conservation, emphasising a commitment to preserving nature. The project places a strong emphasis on prioritising the health and well-being of residents by ensuring easy access to daily necessities within a short five-minute walk. Additionally, a high-speed rail system will facilitate efficient city-wide transit, enabling swift journeys across the entire city, end-to-end in just 20 minutes.

Aims of The Line



The "one building city" concept aims to address various urban challenges, including the well-being of city residents, sustainability, economic stability, access to nature, and the environmental impact of urban sprawl.

A pivotal component of the broader NEOM urban mega-project, "The Line" is envisioned as a pivotal centre for renewable energy production. Energy generation and consumption within the development will predominantly rely on natural resources such as wind, solar, and green hydrogen technologies. It will also serve as a platform for advancing research and development in new technologies that support the transition to a low-carbon energy framework. Noteworthy plans include the establishment of the world's largest green hydrogen project within NEOM, a \$5 billion initiative set to produce 650 tons of hydrogen daily by 2025 for global export in ammonia form.

This initiative is integral to Saudi Arabia's strategic initiative to rebrand key tourist destinations and reshape the country's economic landscape. The ambitious goal is to draw 100 million annual visitors, which is anticipated to significantly boost the local economy. Situated strategically to attract global investments due to its proximity to established commercial routes, "The Line" capitalises on the fact that around 13% of global trade traverses the Red Sea, and nearly 40% of the world can be reached within six hours by air.

The innovative design of "The Line" emphasises vertical functionality to curtail urban sprawl. By layering functions vertically, diverse open spaces will be suspended across multiple levels, ensuring all residents have access within a brief two-minute walk from their residences. The city's layout will offer panoramic vistas of the natural surroundings, including mountains and skies while containing its infrastructure footprint to prevent future urban sprawl. This design ethos aims to create a seamless integration with nature, fostering a sense of proximity to the environment. The city's zero-carbon operational model will eliminate pollution-producing infrastructure, while the incorporation of ample green spaces will enhance air quality. The city's microclimatic zones will be meticulously designed to optimise sunlight exposure, shade provision, and natural ventilation, fostering a harmonious balance with the surrounding environment.



Fun Fact:

One wind turbine can power up to 1,500 homes for a year



We're Hiring!

Search... **Marketing Executive - UK Based**



- Regional Account Manager - South
- Internal Sales Manager

SUN  SYNK®



Careers at Sunsynk
Marketing Executive - UK Based

<https://www.sunsynk.org/careers>



Industry Events During Q2 2024

Why not make a plan this year to visit some of the industry events going on around the UK. They can help you network, meet potential partners, grow your brand, discover the latest innovations, and connect directly with manufacturers and potential customers.

 <p>Solar & Storage Live 2024 - London Dates: 29-30 April 2024 Location: ExCel London www.terrapinn.com/exhibition/solar-storage-live-london/index.stm</p>	
 <p>UK Solar Summit - London Dates: 4-5 June 2024 Location: Novotel London West https://uss.solarenergyevents.com/</p>	
 <p>Installer Show - Birmingham Dates: 25-27 June 2024 Location: NEC Birmingham www.installershow.com</p>	
 <p>Solar & Storage Live 2024 - Vietnam Dates: 10-11 July 2024 Location: Ho Chi City, Vietnam www.terrapinn.com/exhibition/solar-storage-live-london/index.stm</p>	

Connect with Sunsynk Today!

Follow us on our social media channels using the QR codes below to stay updated.

Find your nearest distributor using the QR code below and start installing Sunsynk today.

Link to find out more

Follow Us | Contact Support | Share Feedback



Beginners

For beginners or if you want to find out more about our inverters and what they can do for you.

Visit: www.sunsynk.org/ourinverters



Approved Installers

To see our approved installers and their locations please scan the code.

Visit: <https://www.sunsynk.org/approvedinstallers>



Global Sales Team

To contact a member of our sales team please scan the code.

Visit: www.sunsynk.org/globalsalesteam



Technical Support

For advice, help or troubleshooting please scan the code.

Visit: <https://www.sunsynk.org/tech-support>



Our Distributors

To see distributors in your area please scan the code.

Visit: www.sunsynk.org/ourdistributors



Keith's message to our Sunsynk installers for 2024





Contact Us

Website www.sunsynk.com

Email customerservices@sunsynk.com

Address 17 Turnstone Business Park, Mulberry Avenue, Widnes, Cheshire, WA8 0WN

Phone +44 151 832 4300



For videos & more information, visit our **YouTube** channel



Visit our **Facebook** page for more information



Visit our website for **Distributors** information